

# Website Analytics

Week 3 – Jan. 23

UW Social Media Certificate

Winter 2013

# Agenda

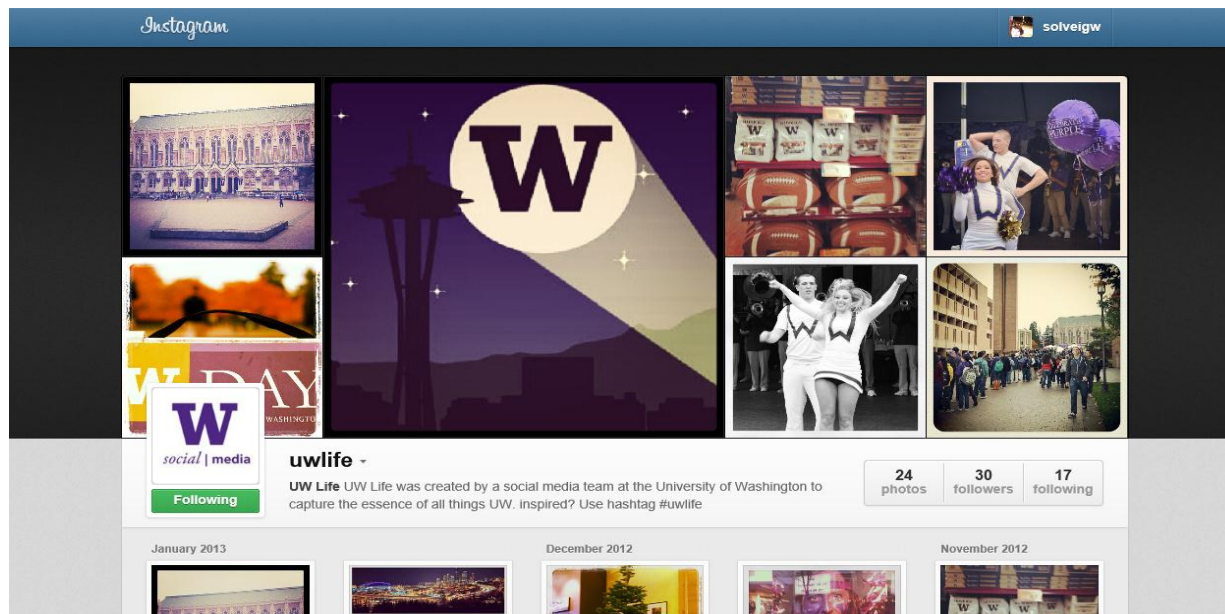
- Guest Speaker, Anil Batra, Business Consultant
- Housekeeping/around the space
- Minute papers
- Google Analytics demo
- Homework assignment #1 – HootSuite report

# Housekeeping

- Due next week: HootSuite report (1 page)
- LinkedIn team down to 3 people
- Big changes for the UW SMC Facebook page
- Around the space?

# CMP Update

- Objectives vs. Tactics
- Good branding = consistent messaging across channels
- Weekly success story: Instagram



# Minute papers

- We need to make a best guess at what we want to see happen then figure out the tools and materials needed to get there. As marketers we can learn a lot from the process scientists use to structure their experiments. We can be inspired by how they set out to learn one thing and then discover the data suggests something else.
- The value of social media is qualitative in addition to quantitative. Measurement by objective is not straightforward. It often involves a mix of both quantitative metrics and qualitative assessment. So, it's important to remember to measure outside the box.
- It's important to choose and discuss the data points we're following from the outset to make sure everyone understands how the data is connected to the organization's goals and objectives—and how it falls short.

# Google Analytics



# What it's about

- With Google Analytics, you get website stats such as daily/weekly/yearly visits, most popular pages, referral sources, geographic location of your visitors, search terms people use to find your site, and more.
- This information helps you understand what's working on your site and what your visitors are most interested in reading.
- Best of all, it's free to use.



# Why it's important

- Imagine you had an article published in the local paper, and then you found out exactly how many people:
  - Read the article.
  - Looked at the headline but didn't read the story.
  - Started reading it but lost interest after a few sentences.
  - Finished the story and left a comment at the end.
- **Would this information change the way you wrote your next article? It should.**



# How it works

- When a visitor arrives at a page on your site, Google Analytics starts collecting information about them. It also places a few cookies on their browser and begins tracking behavior.
- Because Google Analytics relies heavily on cookies, any manipulation of them results in skewed metrics. If a visitor deletes their cookies, they'll be seen as a new visitor and their traffic source info will be lost.
- Additionally, if there are multiple users on one computer, they'll be seen as the same visitor. And if a visitor uses two computers, they'll be seen as two different visitors.
- **Therefore, analytics should be viewed as a sample survey rather than concrete fact.**

# Getting started

- Setting up a profile for the site you're going to track is easy. The step-by-step process will generate a unique ID, which is inserted into a code snippet Google provides. (see link below)
- If you're using a CMS or blogging platform like WordPress or Tumblr, add the code to your template or theme just once. It will propagate the code in every post and page you create.
- If you have a custom-built site, you'll need to implement the code on each page manually. Speak with your web developer.
- For detailed instructions and to get help implementing code, see [Google's set-up checklist](#).

# Advanced features

- **Creating goals** – Measure how well your site fulfills objectives. For example, how many visitors reached a thank you page after submitting a form or a receipt page after placing an order.
- **Tracking ad campaigns** – Google's URL Builder can create ad-specific landing pages for online and offline campaigns. The reports will be automatically populated.
- **Monitoring Ecommerce** – Learn what visitors buy through your site, including information about products, transactions, time to purchase, and more.
- **Cleaning up the data** – Create data filters to sort the information by subdomain and exclude internal traffic, which clouds the reports with irrelevant data.

# Goals and Ecommerce

**Sales of 276 products generated \$29,029.14 in the "All Visits" category**



All Visits : **0.53%** **Conversion Rate**

Yahoo! Display Campaigns : **2.28%**



All Visits : **411** **Transactions**

Yahoo! Display Campaigns : **221**



All Visits : **\$70.63** **Average Order Value**

Yahoo! Display Campaigns : **\$60.52**



All Visits : **861** **Purchased Products**

Yahoo! Display Campaigns : **418**

## Revenue



Visitors  
defined

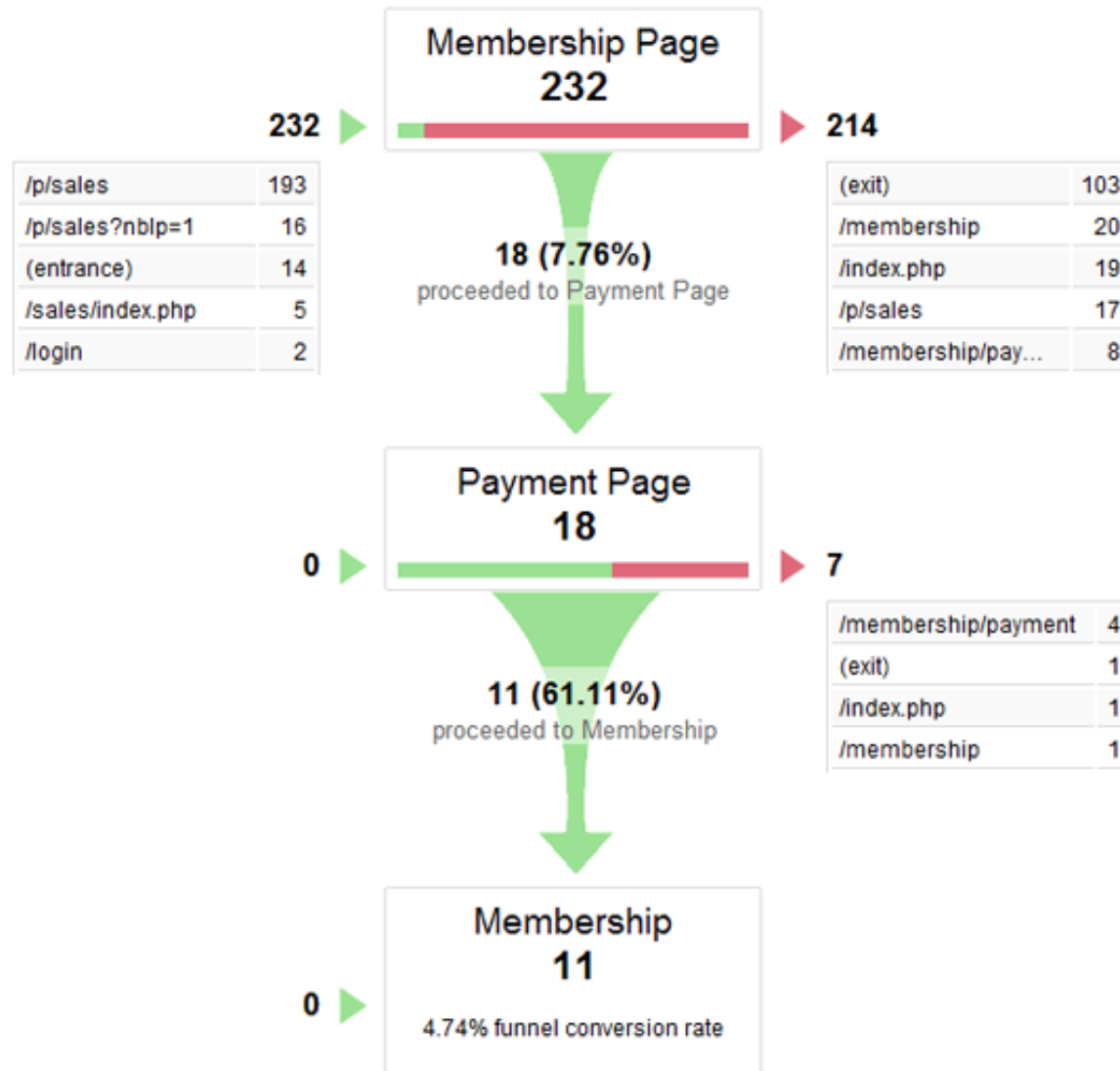


Traffic  
keywords



Map  
Geolocation

# Funnel visualization



# Asking the right questions

- What does the number of visits tell you? Is the website effective? Are these worthwhile visitors? It merely tells you how many visits were made to a site during a period of time.
- It tells you nothing about the quality of those visits, why they came to the site, or what they did. Most importantly, it gives you no indication of what to do next.
- Many marketers look at reports and then determine what it's saying. This is backwards, and it demonstrates that we still don't know how to use web analytics tools.
- **Start with questions, then go to reports, and finally, analyze those to come up with lists of action items.**

# Google Analytics glossary

- **Visitors/visits** – Anyone who enters your site counts as a visitor. Everything they do is tracked until they leave or the session expires (after 30 min. of inactivity). Any future visits by the same user count as additional visits.
- **Unique visitors** – Same as above, but all additional visits by the same user don't count as a new visitor.
- **Pageviews** – Total number of pages viewed on your site. A visit can contain multiple pageviews.
- *Essentially, a specific number of people (unique visitors) come to the website this many time (visits) and see a total of this many pages (pageviews).*

# Google Analytics glossary

- **Pages per visit** – The number of pages a visitor sees during a single session.
- **Average visit duration (time on site)** – How long a user stays on your site before leaving.
- **Bounce rate** – Users that only see one page before leaving. They are said to “bounce” off your site.
- **% New visits** – The percentage of visits from first-time visitors (people who have never visited your site before).
  - *Not always accurate—remember to report with caution.*



# Google Analytics glossary

- **Traffic sources** – Overview of different sources that send traffic to your site, including:
  - *Organic*: Non-paid search traffic.
  - *Referral*: A visit through a link to your site on another site, via email or other external means.
  - *Direct*: Visits to your site through bookmarks or if the user types the URL into their browser manually. Also, any visit that cannot be identified is categorized as direct.
- **Content** – Page views, top pages, site overlay.
- For a complete glossary, see this [ePower Marketing Guide](#).

# How-to videos

- [Using goals and funnels \(1:35\)](#)
- [Tracking Ecommerce \(1:33\)](#)
- [Finding the keywords \(1:32\)](#)
- [Advanced table features \(1:15\)](#)
- [Getting started with Google Analytics \(47:57\)](#)



# Scenarios

- **What were the top three pages viewed last week?**
  - Content – Overview – Last Week
- **What was the average time on site for visitors on the top three pages last month?**
  - Content – Site Content – All Pages – Last Month
- **How many unique visitors were there the first week of November vs. the first week of December?**
  - Audience – Overview – Compare Months
- **How many visits from Seattle were there in the last week? What were they looking at?**
  - Audience – Demographics – Location – Filter by City
  - Content – Site Content – All Pages – Filter by City
- **How much did mobile traffic grow from 2011 to 2012?**
  - Audience – Overview – Change Dates to 11/12 – Advanced Segments - Mobile

# Scenarios

- **How much traffic did Facebook send to the website in the last month?**
  - Traffic – Sources – Referrals – Last Month – Search for Facebook
- **In the past month, how many visits were from people searching for the name of the website?**
  - Traffic – Search – Organic – Last Month – Search for Name
- **This year vs. last year, what third-party sites sent the most traffic?**
  - Traffic – Sources – Referrals – Compare Years
- **Last week, what were the top three links on the home page?**
  - Content – In-Page Analytics – Last Week – Site Overlay Button
- **How many visitors are on the site right now?**
  - Real-Time – Overview

# Resources

- Mahalo – [How to Use Google Analytics for Beginners](#)
- Google Tutorial – [Get the Most Out of Your Report](#)
- Analytics Market – [Teaching Google Analytics](#)
- Impact – [GA Competitors and Pricing Plans](#)
- [Sams Teach Yourself Google Analytics in 10 Minutes](#)  
**By Michael Miller** – Book, \$5 on Kindle editions
- [How to Build Blog Traffic, Search Engines and SEO](#)  
**By Elise Bauer** – Blog post from 2008, still very relevant

# Assignment #1 - HootSuite

- Write a 1-page analytics report (10 points)
  - Using HootSuite, measure your social media performance over a 3-7 day stretch.
  - Must use Twitter; Facebook is encouraged.
  - Share enough content to make this report valuable.
  - Use shortened ow.ly URLs.
- Provide analysis of what you learned.
- Make recommendations for what you can do next.
- May use charts, but analysis and recommendations are crucial, so don't take up too much space.
- **Due prior to class 1/30 – week 4**